

Amendment to the Claims

The following listing of claims replaces all previous listing of claims.

1. (Currently Amended) A method for providing solicitations and web-based offers and receiving corresponding responses thereto comprising:

providing a solicitation to a set of users sharing pre-selected characteristics, incorporating in the solicitation at least an offer code and a universal resource locator (URL) corresponding to a web site;

receiving a request to access the web site through the URL and receiving the offer code via the accessed web site;

providing, via the accessed web site, an offer to at least one of the users, wherein the provided offer corresponds to the received offer code; and

receiving, via the accessed web site, a response to the offer from the at least one user ~~of the users~~;

collecting information reflecting an access history of the at least one user in relation to the offer; and

modifying the offer based on the collected information.

2. (Currently Amended) The method of claim 1, wherein the offer code incorporated in the solicitation is entered by the at least one user at the web site.

3. (Original) The method of claim 1, wherein the solicitation is sent through electronic means.

4. (Original) The method of claim 1, wherein receiving a request further includes:

providing a customer identification number; and

using the customer identification number to verify a user.

5. (Original) The method of claim 1, wherein the offer provides for adjusting existing customer account terms.
6. (Currently Amended) The method of claim 1, wherein the offer includes terms for at least one new customer ~~customers~~.
7. (Original) The method of claim 1, further including:
adjusting a customer's account terms based on the response.
8. (Original) The method of claim 1, further including:
creating a new customer account based on the response.
9. (Canceled)
10. (Currently Amended) The method of claim 1 9, wherein modifying the offer includes further including:
analyzing the collected information ~~user's access history~~; and
modifying the offer based on the analysis.
11. (Original) The method of claim 1, wherein a customer's account is automatically updated based on the response.
12. (Currently Amended) A method for accessing web-based offers comprising:
receiving a solicitation with at least an offer code and a universal resource locator (URL) corresponding to a web site;
accessing a web site through the URL;
~~and entering~~ providing the offer code via the accessed web site;
receiving, via the accessed web site, a set of offers based on the entered offer code; and
providing a response to the received offer at via the web page; and

receiving at least one modified offer via the web site, wherein the at least one modified offer is at least one of the set of offers that has been modified based on stored viewing history information reflecting the access history of the web site in relation to the set of offers.

13. (Canceled).

14. (Original) The method of claim 12, wherein the set of offers relate to at least one of cellular telephone products and services.

15. (Original) The method of claim 12, wherein the set of offers relate to financial services.

16. (Currently Amended) A method for providing web-based offers and receiving responses thereto comprising:

providing a host web site ~~including~~ that provides a prompt for an offer code, wherein the offer code is included in a solicitation for a product or service;

receiving the offer code ~~at~~ via the prompt;

displaying ~~a set of unique offers~~ at least one offer corresponding to the received offer code; ~~and~~

receiving a response to the at least one offer; ~~set of displayed offers~~

collecting information reflecting a viewing history related to the at least one offer; and

modifying the at least one offer based on the collected information.

17. (Currently Amended) The method of claim 16, wherein the ~~set of offers~~ offer relates to at least one of cellular telephone products and services.

18. (Currently Amended) The method of claim 16, wherein the ~~set of offers~~ offer relates relate to financial services.

19. (Currently Amended) An apparatus for providing solicitations and web-based offers and receiving corresponding responses thereto comprising:
- a providing module for providing a solicitation to a set of users sharing pre-selected characteristics, incorporating in the solicitation at least an offer code and a universal resource locator (URL) corresponding to a web site;
 - a receiving module for receiving a request to access the web site through the URL and receiving the offer code via the accessed web site;
 - a providing module for providing, via the accessed web site, an offer to at least one of the users, wherein the provided offer corresponds to the received offer code; and
 - a receiving module for receiving, via the accessed web site, a response to the offer from the at least one user ~~of the users~~;
 - a collecting module for collecting information reflecting an access history of the at least one user in relation to the offer; and
 - a modifying module for modifying the offer based on the collected information.
20. (Currently Amended) The apparatus of claim 19, wherein the offer code incorporated in the solicitation is entered by the least one user at the web site.
21. (Original) The apparatus of claim 19, wherein the solicitation is sent through electronic means.
22. (Original) The apparatus of claim 19, wherein the receiving module for receiving a request further includes:
- a providing module for providing a customer identification number; and
 - a using module for using the customer identification number to verify a user.
23. (Original) The apparatus of claim 19, wherein the offer provides for adjusting existing customer account terms.

24. (Original) The apparatus of claim 19, wherein the offer includes terms for new customers.

25. (Original) The apparatus of claim 19, further including:
an adjusting module for adjusting a customer's account terms based on the response.

26. (Original) The apparatus of claim 19, further including:
a creating module for creating a new customer account based on the response.

27. (Canceled)

28. (Currently Amended) The apparatus of claim 19 27, wherein the
modifying module further includes including:
an analyzing module for analyzing the ~~user's access~~ collected information;
and
a modifying module for modifying the offer based on the analysis.

29. (Original) The apparatus of claim 19, wherein a customer's account is automatically updated based on the response.

30. (Currently Amended) An apparatus for accessing web-based offers comprising:
a receiving module for receiving a solicitation with at least an offer code
and a universal resource locator (URL) corresponding to a web site;
an accessing module for accessing a web site through the URL and
entering providing the offer code via the accessed web site;
a receiving module for receiving, via the accessed web site, a set of offers
at least one offer based on the entered offer code; ~~and~~

a providing module for providing a response to the received at least one offer at the web page;

a receiving module for receiving at least one modified offer via the web site, wherein the at least one modified offer is the at least one offer that has been modified based on stored history information reflecting the access history of the web site in relation to the at least one offer.

31. (Canceled).

32. (Currently Amended) The apparatus of claim 30, wherein the ~~set of offers relate~~ at least one offer relates to at least one of cellular telephone products and services.

33. (Currently Amended) The apparatus of claim 30, wherein the ~~set of offers relate~~ at least one offer relates to financial services.

34. (Currently Amended) An apparatus for providing web-based offers and receiving responses thereto comprising:

a providing module for providing a ~~host~~ web site ~~including that provides~~ a prompt for an offer code, wherein the offer code is included in a solicitation for a product or service;

a receiving module for receiving the offer code ~~at~~ via the prompt;

a displaying module for displaying ~~a set of unique offers~~ at least one offer corresponding to the received offer code;

a receiving module for receiving a response to the at least one offer; ~~set of displayed offers~~

a collecting module for collecting information reflecting an access history of the web site related to the at least one offer; and

a modifying module for modifying the at least one offer based on the collected information.

35. (Currently Amended) The apparatus of claim 34, wherein the ~~set of offers~~ relate at least one offer relates to at least one of cellular telephone products and services.

36. (Currently Amended) The apparatus of claim 34, wherein the ~~set of offers~~ relate at least one offer relates to financial services.

37. (Currently Amended) A computer-readable medium containing instructions for providing solicitations and web-based offers and receiving corresponding responses thereto comprising:

providing a solicitation to a set of users sharing pre-selected characteristics, incorporating in the solicitation at least an offer code and a universal resource locator (URL) corresponding to a web site;

receiving a request to access the web site through the URL and receiving the offer code via the accessed web site;

providing, via the accessed web site, an offer to at least one of the users, wherein the provided offer corresponds to the received offer code; and

receiving, via the accessed web site, a response to the offer from the at least one user ~~of the users~~;

collecting information reflecting an access history of the at least one user in relation to the offer; and

modifying the offer based on the collected information.

38. (Previously Presented) The computer-readable medium of claim 37, wherein the offer code incorporated in the solicitation is entered by the user at the web site.

39. (Original) The computer-readable medium of claim 37, wherein the solicitation is sent through electronic means.

40. (Original) The computer-readable medium of claim 37, wherein receiving a request further includes:

providing a customer identification number; and
using the customer identification number to verify a user.

41. (Original) The computer-readable medium of claim 37, wherein the offer provides for adjusting existing customer account terms.

42. (Original) The computer-readable medium of claim 37, wherein the offer includes terms for new customers.

43. (Original) The computer-readable medium of claim 37, further including: adjusting a customer's account terms based on the response.

44. (Original) The computer-readable medium of claim 37, further including: creating a new customer account based on the response.

45. (Canceled)

46. (Currently Amended) The computer-readable medium of claim 45, wherein modifying the offer includes ~~further including:~~

analyzing the ~~user's access~~ history information; and
modifying the offer based on the analysis.

47. (Original) The computer-readable medium of claim 37, wherein a customer's account is automatically updated based on the response.

48. (Currently Amended) A computer-readable medium containing instructions for accessing web-based offers comprising:

receiving a solicitation with at least an offer code and a universal resource locator (URL) corresponding to a web site;

accessing a web site through the URL and entering the offer code via the accessed web site;

receiving, via the accessed web site, a set of offers based on the entered offer code; and

providing a response to the received offer at the web page; and
receiving at least one modified offer via the web site, wherein the at least one modified offer is at least one of the set of offers that has been modified based on stored viewing history information reflecting a history of access to the web site in relation to the set of offers.

49. (Canceled).

50. (Original) The computer-readable medium of claim 48, wherein the set of offers relate to at least one of cellular telephone products and services.

51. (Original) The computer-readable medium of claim 48, wherein the set of offers relate to financial services.

52. (Currently Amended) A computer-readable medium containing instructions for providing web-based offers and receiving responses thereto comprising:

providing a host web site ~~including~~ that provides a prompt for an offer code, wherein the offer code is included in a solicitation for a product or service;

receiving the offer code at via the prompt;

displaying ~~a set of unique offers~~ at least one offer corresponding to the received offer code; and

receiving a response to the at least one offer; ~~set of displayed offers~~
collecting information reflecting an access history of the web site related to the at least one offer; and

modifying the at least one offer based on the collected information.

53. (Original) The computer-readable medium of claim 52, wherein the at least one offer relates ~~set of offers relate~~ to at least one of cellular telephone products and services.

54. (New) The method of claim 1, further including:
providing the modified offer to at least one of the at least one user and at least one different user.

55. (New) The method of claim 16, further including:
providing the at least one modified offer to at least one of the at least one user.

56. (New) The apparatus of claim 19, further including:
a providing module for providing the modified offer to at least one of the at least one user and at least one different user.

57. (New) The apparatus of claim 34, further including:
a providing module for providing the modified offer.

58. (New) The computer-readable medium of claim 1, wherein the method further includes:
providing the modified offer to at least one of the at least one user and at least one different user.